

# Automotive Daily News



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## EXPANSION PLANS OF TOLEDO PLANTS BIGGEST IN YEARS

Program Calls for Expenditures Well Into Millions

**TOLEDO, March 27.**—Never in the past five years has there been such an expansion program going on in Toledo automotive factories as at the present time, and all the firms declare that business is equal to or better than last year.

Willis-Overland factory, the largest automotive enterprise here, is rapidly getting into greater production. Building of Overland fours and sixes is going well and production of the new Willis-Knight 70 is now on a 150 car a day basis. The turn out of Willis-Knight great sixes is also above factory official expectations. The entire output is running very close to the 1,000 car mark.

The Willis-Overland Company is rapidly nearing the completion of a \$2,000,000 improvement and expansion program in Toledo which was started late in the winter, aside from a large expenditure at its Pontiac factory. The forge plants alone ran to nearly \$1,000,000 total.

The next largest improvement is being made at the Electric Auto-Lite Company, the expense of which will reach near to the \$1,000,000 mark in new factory extensions, improvements and new machinery. This work has already been started. Contractors have been on the job for about two weeks. The Electric Auto-Lite Company, through its president, C. O. Miniger, reports business 20 per cent. ahead of last year with indications exceedingly bright for a big year.

The company at its directors' meeting this week approved the purchase of the American Bosch electric starting, lighting and ignition business. The directors' meeting was held during the absence of C. O. Miniger from the city, the chair being occupied by Vice-President A. E. Buchenberg. All directors were re-elected. They are: C. O. Miniger, A. E. Buchenberg, J. H. Householder and E. H. Reed of Toledo, and W. A. Phillips, Jansen Noyes and Percy H. Johnston of New York. The election of officers will be held by the directors when Mr. Miniger returns.

The Champion Spark Plug Company is building new factories to cost nearly \$1,000,000. The structure, work of which is well under way, is six stories high and adjoins the present structure. When the factory is completed it will have a capacity, built 40,000,000 plugs. It a year. Last year the plant, at capacity, built 40,000,000 plugs. It is the ultimate aim to have a capacity of 75,000,000 plugs a year.

The Dura Company, manufacturer of window-regulating equipment and hardware for closed cars, is having plans drawn for a \$500,000 plant, to be built in the industrial district of west Toledo. Work will start on this project about July 1.

The company some time ago pur-

(Continued on Page 8)

## MICHIGAN RUNS SHORT OF LICENSE PLATES

Lansing, Mich., March 27.—The large increase in the number of passenger and commercial automobiles in Michigan for 1926 over 1925, has resulted in the placing of an order for 100,000 more sets of license plates to be purchased in addition to the order for 1,000,000 sets with which the state Motor License Department started this year's business.

In 1925 the state issued 980,000 sets of motor vehicle licenses, both passenger and commercial, and to date this year, 950,000 sets already have been issued, while orders for more plates are still coming in from branch offices throughout the state.

## RESUME MAKING OF TETRAETHYL GAS

Producers Agree to Abide by Government Regulations

Special from A. D. N. Washington Bureau  
Washington, March 27.—Manufacturers of tetraethyl gasoline, high-power motor fuel, will resume production next month. The United States Public Health office today sent out regulations to state health authorities and to the manufacturers, who have agreed to abide by them.

They provide for the mixture of one part of tetraethyl fluid to 1,300 parts of gasoline, regular physical inspection of plant employees, registration of plants and garages which accommodate more than five autos, and provision that tetraethyl must be used for motor fuel and not cleaning purposes.

Surgeon Gen. Hugh S. Cumming expressed hope that states would adopt strict regulations regarding manufacture and distribution of the dangerous chemical.

Production was stopped last year while the health service made an investigation of the chemical, which caused numerous deaths.

The number of tetraethyl plants will be reduced from about 1,000 to between twenty and thirty, distributed all over the country.

## Philadelphia Show Nets Large Sales

Philadelphia, March 27.—Following the automobile show and the announcement of new models and price reductions, automobile sales showed large increases in February, as compared with the previous month.

Wholesale business was nearly 20 per cent. larger; the heaviest increase of 38 per cent. occurred in sales of cars selling at less than \$1,000. Retail sales were larger in all classes but the greatest improvement was in the most expensive cars.

Sales of used cars, in value, were less than in January, although a larger number were sold in February. Stocks of cars naturally also increased in February, although stocks of used cars were only slightly larger than they were a month earlier.

## MOTORISTS NEED BILL OF RIGHTS

Protection Necessary, Say Leaders at Motor Congress

Special from A. D. N. Washington Bureau  
Washington, March 27.—Approximately half a million car owners were falsely arrested during the last touring season, according to estimates submitted today by delegates attending the National Motor Congress here.

The outstanding development at the closing session yesterday was the aggressive stand taken by 300 motor club executives in favor of formulating a regular "bill of rights" to protect car owners and motorists against countless discriminations.

The sentiment of the congress was that traffic safety would be enormously advanced if legislatures proceeded along simple and sane lines instead of introducing, as during the past year, something like 3,000 laws to regulate motor vehicles.

An effort to saddle the taxes lost by prohibition on the motorists of the country was charged by John L. McChord, counsel for the Cleveland Automobile Club.

"The traffic in stolen cars has become one of the most lucrative fields of endeavor," Mr. McChord said. "It ranks next to bootlegging as the leading profession of the underworld."

"Due to poor registration laws, improper police activity, the mobility of the automobile and the closing of eyes by the purchasers, the thief does not find much difficulty in disposing of his loot. One of our greatest difficulties is in keeping thieves in the penitentiary, because parole boards free them after a brief term."

## Equipment Assn. to Meet at Chicago

Chicago, March 27.—Important matters of policy are to be discussed at the mid-convention of the board of directors and the membership committee of the Automotive Equipment Association next Monday and Tuesday.

It is reported that thirty-seven new applicants for membership will be acted on. The association now numbers approximately 600 members.

Details regarding the summer convention to be held at Montreal on June 14 to 19 will also come up. It is reported that more reservations have already been made than anticipated. The delegates will go by special trains and also via the Great Lakes.

This will be the first session of four to be held during the year, the other two aside from the summer convention, being the fall convention and the annual exposition at the Coliseum late in the year.

## KELSO DIES IN GARAGE

Trenton, N. J., March 27.—J. Russell Kelso, 64 years old, president of the Kelso Manufacturing Company, manufacturers of brake lining, and former president of the Woven Steel Hose and Rubber Company, was killed by carbon monoxide gas in his garage at Berwyn, Pa.

## CHEVROLET CARRIES ON DESPITE FLINT FLOOD

Detroit, March 27.—The Chevrolet Motor Company lost but one shift in the operation of its Flint plant as a result of flood caused by overflowing of Flint River, Wednesday. This was equivalent to about 1,000 motors and between 350 and 400 assembled cars. The Wednesday night shift produced 1,500 motors and on Thursday the regular schedule of over 2,600 motors was completed, while over 300 cars were assembled. Both production and assembly plants are now on normal schedule.

## ALL INDUSTRIES SHOW PROSPERITY

Strong of Buick Co. Optimistic After Lengthy Tour

Special from A. D. N. Detroit Bureau  
Detroit, March 27.—E. T. Strong, general sales manager for the Buick Motor Company, has returned from a series of trips in which he has visited practically every state in the Union. His latest trip covered the Pacific Coast, and he returns full of optimism for 1926 business.

Every factor that bears any relation to good business is unusually auspicious at this time," says Mr. Strong. "I found that the usual condition of good prospects for one section and the reverse for others is entirely absent this year. In the Northwest, the lumber industry is again in full swing and lumbermen are full of confidence. Conditions in the South, too, are better today than they have been for years."

"In the West Coast the citrus fruit section simply overflows with good prospects. The confidence felt throughout the agricultural districts is reflected in the Eastern and Middle Western manufacturing areas. "All of them show a substantial increase in business over last year."

"In the Northwest, the lumber industry is again in full swing and lumbermen are full of confidence. Conditions in the South, too, are better today than they have been for years."

## FRENCH LOOK FORWARD TO AUTOMOBILE SALON

Special from A. D. N. Washington Bureau  
Washington, March 27.—The French already are making ambitious plans for the automobile salon to be held next October in Paris, according to word received today by the Department of Commerce.

The amount of space allotted to French exhibitors will be based upon the number of workers each firm employs, in the case of automobile and accessory manufacturers, and upon 1925 production in the case of bicycle and motorcycle makers.

## MILLS LEAVES PACKARD

Detroit, March 27.—Joseph E. Mills, for several years head of the Packard service department, has been appointed commissioner of purchases for the City of Detroit. He will assume his new duties on April 15.

## FIGHT PROPOSED RESTRICTIONS ON BUSES AND TRUCKS

Pratt Scores Cummins Bill—Others Assail Measure

Special from A. D. N. Washington Bureau

WASHINGTON, March 27.—"If motor bus transportation turns out to be more efficient and cheaper than railroad transportation, Congress should foster it in the public interest, even if the railroads are abandoned."

This was the verbal bombshell that Theodore D. Pratt, general manager of the Motor Truck Association of America, dropped into the hearing before the Senate Interstate Committee on the Cummins bill to regulate motor buses in interstate traffic.

He charged that the whole tone of the Cummins bill is to protect the railroads from motor truck competition and to protect their revenues, "which the Interstate Commerce Commission is now charged with the duty of maintaining at a certain figure," he said.

"Railroads are inherently monopolistic in character," Pratt testified, "and should they get control of the highway freight carriers it would mean a monopoly of freight handling on the part of railroads."

"Regulation such as proposed will have a tendency to throw the operation of the motor freight carriers into the hands of one or controlled by the railroads. It is against public policy that such companies should be permitted to obtain a monopoly of highway freight transportation."

Restriction at this time, when motor transportation is young, will kill it, H. E. Mangum, speaking for the Truck Users National conference and the Motor Truck Association of America, told the committee.

J. F. Atwater, representing the Manufacturers' Association of Connecticut, referred to the statements frequently made of the alleged injustice involved in that railroads are forced to pay taxes to build highways for their motor driven competitors. Admitting that this was partially true in the sense that a portion of all general taxes goes to highway building, the witness submitted figures of motor vehicle and railroad taxation for the fiscal year ended June 30, 1925.

He declared that millions of dollars were paid by motor vehicles for local taxation and there should also be considered the increase in property taxation, due to building activities in the suburbs along the state highways. He urged that before Congress enacted any Federal law of regulation, the committee should be appointed to study the individual needs of the manufacturer, merchant, wholesaler and farmer and the service the truck performs as a part of manufacturing industry.

## TRAFFIC CODE FOR N. J.

Trenton, N. J., March 27.—Gov. A. Harry Moore has signed the bill calling for the appointment of a commission to draft a code of uniform traffic laws and regulations.



## Bulk of Tax Collections Goes for Highway Upkeep

WASHINGTON, March 27.—Figures showing the disposition made of state funds accruing from the collection of fees for registration, licenses, permits and so forth, during the year 1925, are contained in a comprehensive report recently made public by the Bureau of Public Roads of the Department of Agriculture.

The majority of the states, according to the report, used the money so collected in the improvement of the highways within their boundaries, with the exception of the money spent in the collection of such revenues and the administration of the State Highway Department itself.

Only fourteen of the entire forty-eight states included in the report have set aside funds from motor vehicle revenues for other than highway purposes. They are the state of Alabama, which set aside \$10,410 state general fund; California, \$359,004, traffic officers expenses; Iowa, \$239,601, Highway Commission maintenance; Maine, \$72,766, Highway Commission; Michigan, \$869,535, motor theft department; New Hampshire, \$7,680, refunds; New Jersey, \$61,000, Toll Bridge Commission; New York, \$15,876, refunds; Oklahoma, \$410,692, general fund; Pennsylvania, \$411,387, highway patrol; South Carolina, \$441,631, refund and general fund; Virginia, \$178,932, theft bureau; West Virginia, \$306,288, Road Commission; and Wisconsin, \$15,000, refunds.

The grand total of collections for all states for registrations and so forth is given in the report as \$260,619,621. Of this sum the states have spent \$11,992,747 for collection and administration, \$3,399,802 for other purposes, leaving a total of \$245,226,072 available for the improvement of state highways.

New York led the states for gross total collections with its \$25,506,245. The greater part of this amount was made available for road work due to the fact that expenses of collection and administration are defrayed largely from the state general fund. It is interesting to note popularity of automobiles in Texas, a widely agricultural state, as indicated in the report. Texas ranked fourth on the list, with \$13,477,931 following close at the heels of Michigan with \$14,526,000 and Pennsylvania with \$21,926,972.

A comparative table of the collections and disposition funds for the entire country including the District of Columbia follows:—

|                      | Gross Total Collections. | Collections and Administration. | For Highway Purposes. | For Other Purposes. |
|----------------------|--------------------------|---------------------------------|-----------------------|---------------------|
| Alabama              | \$2,611,129              | \$105,527                       | \$2,395,192           | \$10,410            |
| Arizona              | 405,592                  | 18,000                          | 387,592               |                     |
| Arkansas             | 2,150,000                | 12,000                          | 2,138,000             |                     |
| California           | 7,816,298                | 951,076                         | 6,865,218             | 359,004             |
| Colorado             | 1,430,299                | 71,515                          | 1,358,784             |                     |
| Connecticut          | 5,644,247                |                                 | 5,644,247             |                     |
| Delaware             | 680,700                  |                                 | 680,700               |                     |
| Florida              | 3,645,628                | 261,220                         | 3,384,408             |                     |
| Georgia              | 3,010,415                | 98,297                          | 2,912,118             |                     |
| Illinois             | 1,292,587                |                                 | 1,292,587             |                     |
| Indiana              | 12,969,754               |                                 | 12,969,754            |                     |
| Iowa                 | 4,649,663                | 205,681                         | 4,443,982             |                     |
| Kansas               | 9,741,102                | 713,036                         | 9,028,066             | 239,601             |
| Kentucky             | 4,610,090                | 230,505                         | 4,379,585             |                     |
| Louisiana            | 3,780,062                | 132,105                         | 3,647,957             |                     |
| Maine                | 3,400,045                | 40,000                          | 3,360,045             |                     |
| Maryland             | 2,182,135                | 254,526                         | 1,927,609             | 72,766              |
| Massachusetts        | 2,676,301                | 250,000                         | 2,426,301             |                     |
| Michigan             | 9,843,901                | 921,514                         | 8,922,387             |                     |
| Minnesota            | 14,526,000               | 300,000                         | 13,356,457            | 869,535             |
| Mississippi          | 9,744,824                |                                 | 9,744,824             |                     |
| Missouri             | 1,530,000                | 45,900                          | 1,484,100             |                     |
| Montana              | 7,267,098                | 432,023                         | 6,835,075             |                     |
| Nebraska             | 915,203                  | 32,000                          | 883,203               |                     |
| Nevada               | 2,936,458                | 98,411                          | 2,838,047             |                     |
| New Hampshire        | 209,197                  | 10,584                          | 198,613               |                     |
| New Jersey           | 1,736,094                | 114,610                         | 1,621,484             | 7,680               |
| New Mexico           | 10,515,323               | 1,177,057                       | 9,338,266             | 61,000              |
| New York             | 25,506,245               | 31,991                          | 25,474,254            |                     |
| North Carolina       | 8,369,844                | 149,761                         | 8,220,083             |                     |
| North Dakota         | 1,083,573                | 160,000                         | 923,573               |                     |
| Ohio                 | 13,147,321               |                                 | 13,147,321            |                     |
| Oklahoma             | 4,576,572                |                                 | 4,576,572             |                     |
| Oregon               | 5,370,202                | 200,000                         | 5,170,202             | 410,692             |
| Pennsylvania         | 21,926,972               | 2,543,127                       | 19,383,845            | 411,387             |
| Rhode Island         | 1,863,965                | 306,492                         | 1,557,473             |                     |
| South Carolina       | 2,368,076                | 187,729                         | 2,180,347             | 441,631             |
| South Dakota         | 2,445,112                | 21,511                          | 2,423,601             |                     |
| Tennessee            | 3,060,945                | 54,343                          | 3,006,602             |                     |
| Texas                | 13,477,931               | 476,146                         | 13,001,785            |                     |
| Utah                 | 554,235                  |                                 | 554,235               |                     |
| Vermont              | 1,497,146                | 82,937                          | 1,414,209             |                     |
| Virginia             | 4,300,950                |                                 | 4,300,950             |                     |
| Washington           | 4,980,027                | 240,059                         | 4,739,967             |                     |
| West Virginia        | 3,354,247                | 264,386                         | 3,089,861             |                     |
| Wisconsin            | 7,896,210                | 380,000                         | 7,516,210             | 15,000              |
| Wyoming              | 482,857                  |                                 | 482,857               |                     |
| District of Columbia | 291,207                  | 36,820                          | 254,387               |                     |
| Grand total          | \$260,619,621            | \$11,992,747                    | \$245,226,072         | \$3,399,802         |

## Urge Insurance For Driversons

Trenton, N. J., March 27.—Driverson cars in New Jersey will be compelled to carry compulsory insurance as the result of a bill just passed by the New Jersey Legislature and sponsored by the American Driverson Association. Co-operating with Motor Vehicle Commissioner William L. Dill, members of this association worked indefatigably for the passage of the bill, rallying big support in both the Assembly and Senate.

A few days previous to the passage of the compulsory insurance bill for driverson cars, the same Legislature passed a bill calling for taxicabs being in the same class for the protection of the public in case of property damage or personal injury.

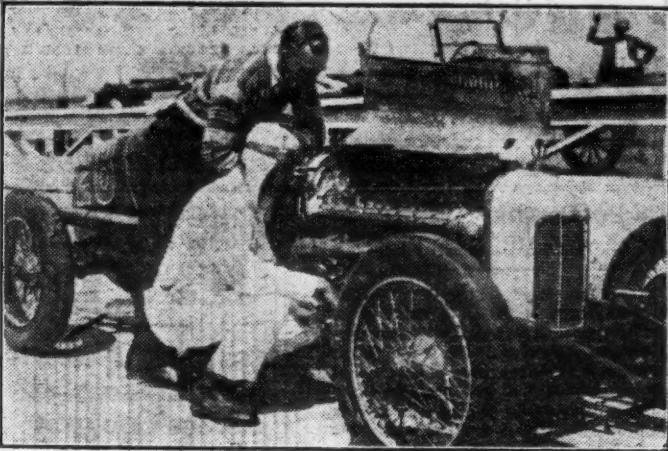
The New Jersey members of the American Driverson Association formed a committee with E. W. Holmes of Newark as chairman. Mr. Holmes was responsible for having Assemblyman William Knight of Camden introduce the bill.

"Every driverson operator," says Mr. Holmes, "will be compelled to file with Motor Vehicle Commissioner Dill an insurance policy with a company licensed to do business in New Jersey in the sum of \$5,000 for each vehicle operated. This money is to be available in cases of damages on account of bodily injury or death. In lieu of an insurance policy the law permits companies to show financial responsibility, such responsibility to be determined by the commissioner of banking and insurance, up to \$200,000."

## DAVIS OUTPUT SETS NEW HIGH IN FEBRUARY

Richmond, Ind., March 27.—Production of Davis cars in February broke all previous records for that month, according to Walter C. Davis, general sales manager of the George W. Davis Motor Car Company of this city. The company in its twenty-three years of existence has never had such a demand for cars as has been noted recently, he said.

SEEKING NEW THRILLS. Capt. Lowell Smith, famous world flight commander, has turned race driver. He is shown at the Culver City Speedway receiving instructions on board racing from Bob Evans, race driver.



(International Newsreel Photo.)

## HADDON APPOINTED TO COPELAND PROD. STAFF

Detroit, March 27.—William Robert Wilson, president of Copeland Products, Inc., of Detroit, manufacturer of electric refrigerating systems, announces the appointment of C. W. Haddon to the executive staff of the company.

Up to the time of joining the Copeland organization, Mr. Haddon was general sales manager of the Velle Motors Corporation of Moline, Ill., where he reorganized the sales and advertising departments. Previous to this he was associated with both the Maxwell and Chrysler companies.

## Improvement in German Industry

Special from A. D. N. Washington Bureau  
Washington, March 27.—A slight improvement in the German automobile industry, which has been at a complete standstill, is now evident, a report from Berlin states.

In spite of the terrific depression through which the German industry has passed recently, manufacturers are making strong plans for maintaining an output during 1926.

The Opel-Werke have reopened with 3,500 men, or half their former force. The Audi-Werke are expected to continue production with the sanction of their creditors.

It is reported that foreign capital, presumably American, is to be made available for automobile credit bank which will discount acceptances up to twelve months at a rate of 10 per cent. per annum.

The capital of the bank is to be 1,000,000 marks and the offices of the company are to be located in Berlin.

## AUTO INDUSTRY PROMISING FIELD FOR ENGINEERS

St. Louis, Mo., March 27.—"The Automobile Industry in Missouri and Throughout the United States" was the subject of an address by Robert E. Lee, manager of the St. Louis Automobile Dealers' Association, before the School of Engineering of the University of Missouri at Columbia, Mo., this week.

Lee told the student-engineers that the automobile business held out stronger promise for engineers than any other single manufacturing business, because seventeen different kinds of engineers, including the efficiency engineer and the highway engineer, were employed in the development of the motor car from the crude metal in the mines to the final production.

### MORE MOTORCYCLES

Cincinnati, O., March 27.—Ten motorcycles have been added to the automotive force of the Cincinnati police department by City Manager Sherrill. Their sole duty will be to patrol the roads along which road houses flourish.

## Order Liquidation Of Indemnity Co.

Columbus, O., March 27.—Following an investigation of the financial standing of the Great American Mutual Indemnity Company of Mansfield, O., the Franklin County Court of Appeals placed the company in the hands of Harry L. Conn, state insurance superintendent, for liquidation.

Policyholders were advised by Judge Conn to cancel their policies and secure coverage in some other company whose soundness could not be questioned.

The Great American Mutual Indemnity is one of the largest automobile insurance companies in this section of the country, having more than a thousand agents, and is said to have written more than \$1,000,000 in automobile insurance in 1925 alone.

Accusing company officials of making a false statement, Conn filed a petition several days ago asking that he be allowed to take over the company and operate it. A temporary injunction was granted at that time against twenty-four banks in the state to restrain them from paying out any of the company's money.

The annual report of the company for 1925 listed assets at \$874,785 and liabilities of \$685,280.

## GARDNER EXECUTIVES IN SAFETY FIRST PICTURE

St. Louis, Mo., March 27.—Fred W. Gardner, vice-president of the Gardner Motor Company, Inc., appears in the part of the careless driver in a safety-first education picture, "Food for Thought," being exhibited by automobile clubs in leading movie houses throughout the country. George D. Spinks, another Gardner executive, is his careful competitor, and T. F. Fowler, Gardner export manager, portrays the steel company president.

The movie was produced by the St. Louis chapter of the Missouri Automobile Club.

### TO DISTRIBUTE CASH

Columbus, O., March 27 (U. T. P. S.).—Almost \$2,000,000 in gasoline tax money will be distributed to the eighty-eight counties and various municipalities in Ohio within a short time. This amount includes the collections for the past three months and covers the months of December, January and February.

### ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

## 28,580,000 CARS IN 1930-PREDICTED

## Interesting Figures Developed by U. of M. Research

Chicago, March 25.—Chicago friends of Dr. Clare E. Griffin of the University of Michigan have received advance copies of his "The Life History of the Automobile," the first publication of the business research of the university, in which the writer estimates one car for every 4.5 of the expected population, or 28,580,000 motor cars, for the year 1930.

In addition to estimating the motor car population four years hence, Dr. Griffin and his associates have made a detailed study of depreciation that indicates the life of the average automobile is 7.04 years and that the average life of a car has shown a definite increase. For every 100,000 cars in use, 75 per cent. will still be running at the end of 4.75 years, 50 per cent. will be in operation at the end of 6.94 years and 25 per cent. will be clinging to life at the end of 9.2 years.

"The replacement demand for cars has shown a marked increase, both absolutely and relative to the total demand," is one of the conclusions of the report. "It is predicted that the replacement demand of 1926 will be 1,796,000 cars; of 1927, 2,063,000 cars and of 1928, 2,341,000 cars. This increase in replacement demands means that the automobile market is approaching a stabilized condition."

Less than 10 per cent. of the cars produced in any five years go out of use in the period indicated, according to the report, which states at the end of five years 93.1 of the cars manufactured in the preceding five years were in use.

Accidents and fire are a constant factor in terminating the life of motor cars, says the report.

Of any 100,000 autos beginning life at the first of any year 220 will be junked at the end of the year, according to the report. The second year will see 2,051 to scrap heap.

The number junked in the following years is progressive, according to the statistics, running 4,400, 6,750, 8,920 and 10,670. The number going out of use remains at between 11,000 and 12,000 for the next three years, and then begins to descend, the total destruction of final members of the original new 100,000 coming during the twentieth year, when two of the original cars go to the junk heap.

## VERMONT GAS TAX YIELDS \$502,277.82

Rutland, Vt., March 27.—The Vermont gasoline tax put \$502,277.82 into the state treasury in 1925, according to figures just compiled by the motor vehicle department. The tax was one cent a gallon up to March 1 and two cents thereafter. The receipts were nearly double those of 1924. The average consumption of gasoline per car registered in Vermont in 1925 was 372 gallons. This is less by ten gallons than the previous year's average.

The winter operation of automobiles in snowy northern New England is evidenced by the fact that 796,472 gallons of gasoline were consumed in the state during January, 1926, in comparison with 689,735 in the same month in 1925.

### WANTS AUTO SHOW SPACE

Chicago, March 27.—Several Chicago automobile distributors have contracted for space at the National Golf Show and Country Club Exposition, to be held April 6 to 10 at the American Exposition Palace here. Half of the net proceeds of the show are to go to charity.



# Activities in the Passenger Car Field

## Competitive Bidding on Used Cars Drops in K. C.

KANSAS CITY, March 27.—Retail and wholesale business in new cars in Kansas City and trade territory continues to be much better than this time last year.

Some few retail dealers reported a slight falling off about a week ago, due to weather conditions, but the old gait has been regained.

While most dealers report used cars as moving fairly satisfactorily, all agree that this end of the business still continues to be the big problem. Most dealers, however, have quit the practice of competitive bidding on a used car on a trade-in just to mark up a new sale, but count on making an actual profit on each used car transaction.

## New Car Sales Good but Used Slow in Cleveland

Cleveland, March 27.—Increases in new car sales, ranging from 15 to 35 per cent. in all except the highest price levels, over sales for the same period in 1925, were reported last week by Cleveland automobile distributors and dealers, according to a survey.

At the same time all except Studebaker reported that used car sales were sluggish. Some attributed this condition to the materially increased number of buyers who are purchasing new cars, due to the generous installment terms offered.

One distributor, however, declared the bottom was dropping out of the used car market and predicted that many dealers would find themselves in financial straits unless they quickly reversed their sales tactics and adopted an extremely conservative appraisal and trade-in policy.

All dealers reported that spring buying had begun, stimulated, they said, by the mild weather of the last week. Disappearance soon of the Lake Erie ice pack, which generally marks the advent of spring, and the resulting moderation of the weather and termination of heavy fogs are expected to add further stimulation to sales.

Ford-Elf Motor Company, Earl H. Painter, sales manager: Business is fine. Sales last week totaled thirty-four new and nineteen used cars. Business thus far this month includes sales of 114 new and fifty-nine used cars, as against eighty-nine new and fifty-seven used cars during the same period in March, 1925. Sales the first part of last week were poor due to inclement weather, but the good weather at the end of the week permitted us to make up for lost time.

## Trade-In Rate Cuts on Used Cars Tried in S. F.

San Francisco, March 27 (U. T. P. S.).—Material reductions in trade-in allowances on open cars are proving the salvation of the used car market in San Francisco, a survey of leading dealers indicates.

Used car sales for February and March have been substantially in advance of the sales for the same period last year and the market is continuing strong, but chiefly because of the reduced prices made on open cars.

The only hope of the used car business, one sales manager declared, has been the policy of his company to cut trade-in values on open cars about 50 per cent. less than last year, thus establishing a definite price differential between open and closed cars.

"It is imperative, with the present system of term-buying of new cars, that the used car market shall keep pace, and the owner of the open car must expect less for his car if he is to

## Distributor Doings

### OHIO CADILLAC SALON

Cleveland, March 27.—The Towell Cadillac Company, northern Ohio Cadillac distributor, is holding a custom built salon at its showrooms here and in other northern Ohio cities, which will conclude tonight. Special custom built models were shown, including the new Fleetwood, inside-drive cabriolet; a Brunn town car, a Don Lee phaeton, green Fisher custom imperial and custom built roadsters and coupes.

### PEERLESS DISTRIBUTOR

Indianapolis, Ind., March 27.—Announcement has been made of the appointment of the Chillson-Bohannon Sales Company as Indiana distributor of Peerless cars. Both O. A. Chillson and S. A. Bohannon are well known in the local field. Mr. Chillson was associated with the Conduit Automobile Company for twelve years in selling Maxwell and then Chrysler cars now handled by C. H. Wallerich, Inc. Mr. Bohannon was president of the Automotive Equipment Company.

### TO WORK IN WEST

ST. LOUIS, March 27.—Walter H. Yeldell, secretary, sales manager and a member of the board of directors of the Gardner Motor Company, Inc., of this city has gone to the Pacific Coast in order that he may work more closely with Gardner distributors and dealers in that territory. Yeldell has been with the Gardner organization for more than twenty-five years, starting as a clerk when the firm was in the business of manufacturing buggies.

### VELIE DISTRIBUTOR

Cleveland, March 27.—The Magyar Motor Sales Company here has been named northern Ohio distributor for Velie, according to an announcement recently. Andrew Magyar, former sales manager for the Rapid Transit Sales Company, is president. James Davidson is secretary. W. G. Fornes is sales manager.

### STUTZ DISTRIBUTOR

Rochester, N. Y., March 27 (U. T. P. S.).—Ringard Motors, Inc., has been appointed distributor of Stutz cars in this territory by the Stutz Motor Car Company of America. C. R. Ringard, formerly with Paul LeHardy, Marmon distributor here, is president of the new firm, which will distribute the Stutz in six counties.

### REGISTRATION GAIN

Madison, Wis., March 27.—New car registrations for January and February of this year in Dane county show a gain of 120 cars over the same two months of last year.

get liberal terms which are dependent on a healthy used car as well as new car market," another sales manager stated.

The question of down payments is another live problem with used car dealers. There is unanimous opinion that cars sold at less than one-third down payment always come back by default in payments. Most reputable dealers stick strictly to their credit terms and allow no payments to extend more than twelve months. One dealer, if less than one-third is put down or an extension of more than twelve months is desired, turns the financing over to an outside concern.

BOSTON FLOWER SHOW ENTRIES.—Mitzi, musical comedy star, B. Mitzi carnations, named in her honor, and a Diana de Luxe sedan participated in the recent flower show held in Boston. J. C. Harvey, Boston dealer for the Moon and Diana cars, provided the automobile for the occasion.



## FORD BRANCH MANAGERS OF PACIFIC COAST MEET

San Francisco, March 27 (U. T. P. S.).—For the first time in the history of the Ford Motor Company on the Pacific Coast, the five Western branch managers gathered for a sales conference in San Francisco last week.

The managers present were W. H. Goodwin, San Francisco; J. W. Capek, Los Angeles; F. T. McKay, Salt Lake; F. H. Hull, Portland, and R. W. Hines, Seattle. In addition there were J. Bray of New Orleans, R. Hayes of Indianapolis, C. A. Bullwinkel and Otto Stahner of San Francisco; T. W. Wheeler of Seattle and J. H. Hill of Salt Lake. Goodwin presided at the conference sessions, a feature of which was an educational playlet on the selling of a Ford car.

## BLAKEMORE TO REPRESENT KISSEL CO. IN CALIF.

San Francisco, March 27.—Joe Blakemore, well known local automobile man, has been appointed to the post of California representative for the Kissel Motor Company.

Announcement of the appointment was made by George A. Kissel, head of the Kissel Motor Company, on his recent visit here. The official is making a swing through the Pacific Coast territory for the purpose of ascertaining business conditions at first hand. His report was to the effect that the trade outlook is promising.

### TO HOLD SHOW

Asbury Park, N. J., March 27.—There will be 20 auto dealers in the Asbury Park Auto Show to be held here in the Casino April 12-17.

## Swayne of G. M. C. Off for Europe; Feels Optimistic

New York, March 27.—Alfred H. Swayne, vice-president of General Motors, sailed last night on the S. S. Olympic for a trip to England, France, Italy, Austria, Germany and Belgium to study conditions and look after the corporation's financial interests in those countries.

When interviewed on the outlook for business in this country, Mr. Swayne said in part:—

"Sales of automotive products continue to improve, and it looks like we are going to have one of the best spring selling seasons in history. Production has been increasing and on the whole is at the highest point yet reached. The stock of cars in the hands of dealers is conservative, when compared with the current demand.

"So far as General Motors is concerned we enter the spring selling season with less than a month's supply of cars in the hands of our dealers; and our manufacturing schedule, being based upon the retail sales of our dealers, can be quickly increased or decreased to fit that demand.

"General business is sound and one of the most encouraging signs is that inventories are low, due in no small part to the extremely efficient transportation service the railroads are furnishing to industry. The banks have an abundance of money and interest rates are moderate. There is relatively little unemployment, wages are high and the working people are spending their money freely.

for Economical Transportation



With a beautiful body by Fisher and a price of \$645, the Chevrolet Coach gives Chevrolet dealers the world's most remarkable closed car value to sell.

|              |       |                 |       |
|--------------|-------|-----------------|-------|
| Touring - -  | \$510 | Sedan - - - -   | \$735 |
| Roadster - - | \$510 | Landau - - - -  | \$765 |
| Coupe - - -  | \$645 | ½ Ton Truck - - | \$395 |
| Coach - - -  | \$645 | (Chassis Only)  |       |
|              |       | 1 Ton Truck - - | \$550 |
|              |       | (Chassis Only)  |       |

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



# News of the Truck and Auto Bus Markets

## Two Colorado R. R. Lines To Establish Bus Routes

DENVER, March 27.—Decision of the Colorado & Southern and Denver & Rio Grande Western railroads to establish motor bus competition in Colorado with private concerns serving territory formerly held exclusively by the railroads brings attention to an interesting situation.

John Flintham, secretary of the Colorado Public Utilities Commission, says 555 miles of main line railroad trackage have been abandoned in the state in the past ten years, a record exceeded by only one other state. In 1925, not a single mile of new main line track was constructed.

Colorado railroads were, mostly, built originally to serve mining districts and followed difficult mountain routes to reach the mines that offered the largest tonnage. Metal mining reached its apex in 1900, when the output of gold, silver, copper, lead and zinc was \$50,-\$14,000.

Since 1916, the decline was more pronounced, with the total output going down to \$14,005,000 in 1921. Since then there has been a slow increase, with the output in 1925 reaching \$20,924,000.

Meanwhile manufacturing, agriculture, coal production and other industries have taken the lead away from metal mining, resulting in a shifting of the centers of population and the areas affording the largest transportation tonnage.

Coal mining is now running at around 10,000,000 tons a year, with a value at the mines of about \$35,000,000, while agriculture has increased to more than \$130,000,000 in normal years. This change resulted in some railroad lines built primarily to serve mining districts becoming liabilities, while branch lines serving territory favorably affected by the change have become profitable.

The first bus permit was issued for an express route between Denver and Boulder on August 26, 1919. On March 13, 1926, there were forty-seven permits outstanding for the operating of passenger and freight bus lines over 1,691 miles of highways. Applications for thirty-seven permits are pending before the commission.

The railroads at first bitterly opposed the granting of permits to bus companies serving their territory, but with little success, and finally decided to install their own bus systems. The Denver & Interurban (Colorado & Southern) is operating buses between Denver and Boulder and the Colorado & Southern and Denver & Rio Grande

## Detroit Bus Bids Given in Detail

Special from A. D. N. Detroit Bureau  
Detroit, March 27.—Specifications on the recently made tenders to the city of Detroit for 125 motor coaches indicate that the motor coach is on a parity with steam road rolling stock, so far as financial terms are concerned.

There were four bids in all, with Thomas J. Doyle Company, for Dodge Brothers, Inc., the low bidder at \$13,360 per bus with tires, and payment within two years. Fageol Motor Coach Company bid \$14,136 per bus, but offered ninety-six months to pay, as one of its propositions.

In detail, the Fageol Company's bid proposed that the buses should be leased to the city for seven years on equal monthly payments in advance of \$203 per coach, without tires, title to pass to the city after 84 such payments had been made, plus \$100 per coach; with tire, the payments would amount to \$210.90 per month.

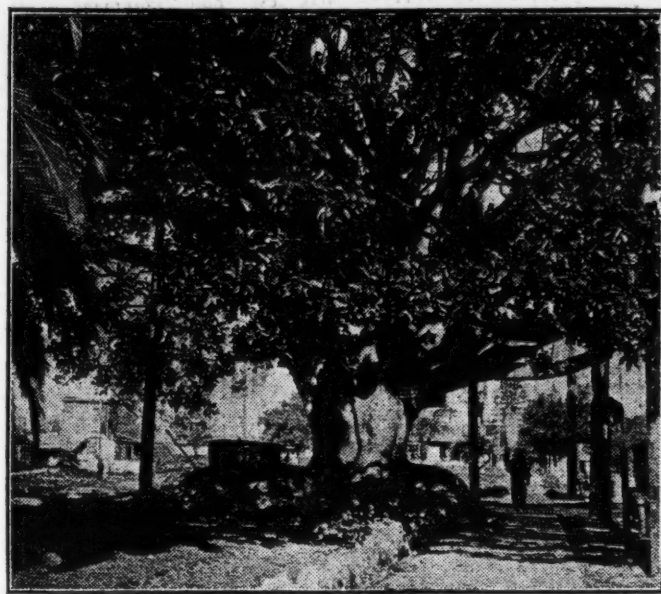
An alternative proposal was that deferred payment should be made at the rate of \$183 per coach, less tires, for ninety-six months; with \$190 per month if tires were included. Delivery of the first coach would be made within four months and the balance of the order at the rate of three daily.

The Doyle Company's bid included a proposal of equal monthly payments for two years, with interest at the rate of 6 per cent. on the unpaid balance.

Western have organized a company to operate between Denver, Colorado Springs and Pueblo. Application for a permit is pending. This service is expected to extend to the northern part of the state by purchase of existing lines.

The San Luis Southern Railroad is also operating a bus service in conjunction with its railroad line. An extensive motor truck service is being built up between northwestern Colorado and northeastern Utah along the projected route of the Moffat road.

RUBBER TREE 53 YEARS OLD. Santa Barbara, Cal., boasts the tree shown below as an instance of what can be done in this country by way of rubber production. The tree was planted in 1872.



## Bus Activities

### WISCONSIN BUS ASSOCIATION

Madison, Wis., March 27.—The newly organized Wisconsin Motor Coach Association, an organization of all state bus operators, has established permanent headquarters here, to be conducted as a clearance agency for all bus problems with the aim of increasing efficiency and standards in bus service throughout the state.

### NEW LINE PERMIT

Indianapolis, Ind., March 27.—The Indian Public Service Commission has approved the establishment of a bus line between Gary, Ind., and Lafayette, Ind., to be operated by the Gary Railways Company. The order prohibits carrying intra-city passengers in Lafayette and West Lafayette.

### ESTABLISH TELEPHONES

Pittsburgh, March 27 (U. T. P. S.).—One motor coach concern and the two principal taxicab companies here have reached a tentative agreement to co-operate in the establishment of a series of telephones along the most important streets and boulevards of Pittsburgh, and the plan is to be submitted to city officials for approval.

### YEAR'S RECEIPTS FILED

Salem, Ore., March 27.—The Camas Stage Company, which operates between Camas, Wash., and Portland, with headquarters in Portland, had a gross income of \$26,569.55 during the year 1925, according to the annual report of the corporation filed with the Public Service Commission here. The operating revenue of the company was \$211,655.41, while the operating expense was \$174,852.25. The gross income showed an increase of \$2,655.83 over that of the year 1924.

### TROLLEY LINE QUILTS

Kansas City, March 27.—Announcement has been made of the discontinuation of service on the interurban line between Arkansas City, Kan., and Wellington, Kan., and the establishment of a bus line as a substitute service between the two points. The bus line will be operated by the Southern Kansas stage lines.

### NEWARK BUS RECEIPTS

Newark, N. J., March 27.—Buses of this city carried 895,007 more passenger during January, 1926, than during January, 1925. Receipts increased \$57,077.02, and taxes paid to the city increased \$1,483.87.

## ROCHESTER TO REPLACE LOST MOTOR EQUIPMENT

Rochester, March 27.—Replacement of automobiles and motor trucks destroyed in the garage of the City Department of Public Works Monday will be made possible by immediate action of Public Works Commissioner Baker, who has a reserve fund of \$100,000 to meet just such an emergency. No insurance is carried on city property.

A crew of city workers is now engaged in clearing away the debris on the site of the ruined public works bureau's garage. Enough trucks have been borrowed from other city departments to make up the needed quota for collection of ashes and garbage for the time being until a fleet of new motor vehicles can be purchased.

## MEXICAN GOVERNMENT AIDING MOTOR INDUSTRY

San Francisco, March 27 (U. T. P. S.).—The motor truck market in Mexico is growing rapidly, according to a report made here by J. B. Affan, representative of the Cia Commercial Hamburguesa of Mexico City, who has been visiting Moreland Truck Company offices in California.

Affan says that the present government is giving the motor industry every encouragement. A gasoline tax is being spent exclusively to build improved roads. Already interurban transportation is on regular schedule due to the active road building campaign.

### CHEVROLET PARADES

Minneapolis, March 27.—Seven local dealers in Chevrolets, directed by the Chevrolet Motor Company, distributor, this week conducted what was advertised as commercial week, staging noon-day parades to stimulate interest in the half-ton commercial chassis and one-ton utility express chassis manufactured by Chevrolet.

### MOTOR FREIGHT LIKED

Olympia, Wash., March 27.—Judging by the number of applications made to the state Department of Public Works by various communities requesting that motor vehicle freight or passenger service be established in that community, motor transportation is steadily gaining in popularity in this state, according to O. O. Calderhead, state supervisor of transportation.

## Sales of Trucks In Philadelphia Show Increases

PHILADELPHIA, March 27.—The volume of truck sales here has taken a spurt during the week just ended, this applying to both heavy duty vehicles and light commercial cars.

Numerous companies report business on the increase, with more sales certain to come, as the dump truck business soon will open in earnest, and inquiries are many.

The bus field has grown decidedly active and orders are coming in at a steady pace, according to leading companies dealing in motor coaches.

The Mack-International Motor Truck Corporation reports a marked improvement in the truck business generally, with bus orders strong, especially tending toward the touring type of coach.

The White company officials say: "There is undoubtedly improvement in the heavy duty truck sales, and buses for school and college transport are in good demand. We are having good business in twenty-five to twenty-nine passenger models of the pay-enter type and there is considerable interest, with encouraging sales in fifteen, eighteen and twenty passenger types." "We are getting a lot of new business and the new model is especially helping sales along," comes the report from the General Motors Truck Company.

The Garford Motor Truck Company reports that business has been much better the past week than the one preceding and adds that March business from the present outlook will be as big as that of January and February combined.

## Bus Operators Buying Equipment in Texas

San Antonio, March 27.—Sales in new and used trucks have been rather slow here recently, due to uncertain weather conditions as well as the fact that certain road contracts have not yet been awarded. It is predicted, however, that this is only a temporary condition, and that spring building in both roads and other construction jobs will reflect in an increase in sales.

There is every indication that the bus sales in this locality will pick up during the current year. The bus lines running out of San Antonio have been very slow to adopt the regulation buses for their equipment, but now, however, they are beginning to take an active interest in them. The Red Ball has three Studebaker buses in operation on its lines with orders placed for three more.

It is further reported that a bus company plans to operate a line into Karnes county—a heretofore undeveloped field—using buses of a de luxe type with parlor chairs. The Reo Motor Company of this city reports delivery on a bus to the Black Diamond Lines in the Rio Grande valley recently, while the Winerich Motor Sales Company, Studebaker dealer, has several prospects who are expected to close soon.

### POLAND ORDERS TRUCKS

Warsaw, March 27 (U. T. P. S.).—The Ursus Automobile Company, now building a plant outside this city, is stated to have received an order from the Polish government for 400 trucks. Another factory is being built at Radom, by the Skodawerke Company of Pilsen, Czechoslovakia, to supply this market.

## HOTEL EMPIRE

BROADWAY AT SIXTY-THIRD STREET, NEW YORK

**A NEW** fourteen story fireproof structure containing every modern convenience and "Servidor" Service.

Capacity 1,034

The location is unique: subway, elevated, street cars, buses, all at door.

| RATES                 |        |
|-----------------------|--------|
| Room, private toilet  | \$2.50 |
| Single Room with bath | 3.50   |
| Double Room with bath | 5.00   |

M. P. Murtha, Gen. Mgr.    Ample Parking Space



# News of the Accessories and Parts Field

## Accessory Sales Drop Under Mark Established in '25

Cleveland, March 27.—Sales of accessories are below normal and below last year's records in the Cleveland district as March closes, according to a survey of distributors here today.

Business in replacement parts holds up well, although distributors handling Ford parts say that this business, as far as jobbers are concerned, is practically wrecked by the new Ford replacement parts prices direct to dealers.

A hesitancy to buy marked in general business conditions, and the slow spring and other causes are assigned as the reasons for the failure of general accessories business to pick up. Most distributors said they expected a very good season, once the weather moderated.

Here is a summary of conditions:—

George Worthington Company, H. E. Hulbert, sales manager—Business in accessories and replacements is pretty fair, but a little bit slower than at this time a year ago. This is due to the weather and also to Ford replacement parts being better to place orders as freely as a year ago. Replacement parts business is running ahead of accessories. We expect a very good business season, once the weather moderates.

Pennsylvania Rubber and Supply Company, H. G. Smith, sales manager—General sales are not as good as last year at this time; possibly due to the slump in general business conditions. We find that equipment and replacement parts are selling better than accessories. The slump in business is not more than 10 per cent. Such a condition of business is extraordinary in our nine wholesale houses throughout the state.

M. & M. Co., W. B. Davis, sales manager—Spring has not yet opened up, as far as our automobile accessory sales are concerned. The fact that winter is still here is shown by the fact that our radio sales are holding up in excellent shape. Business in Ford replacement parts is slow because of the new Ford prices to dealers. Accessory sales are holding up fairly well, and we are looking forward to better conditions, once the weather breaks.

Eaton Bumper and Spring Service Company, M. D. Todd, sales manager—Sales are running about the same as last year at this period. Buyers seem to have a lot of money, and once they start spending it when spring opens up, business will improve materially. I expect an even better business season than last year.

### BALTIMORE

Baltimore, Md., March 27.—Sales in the parts and accessory trade of Baltimore are rather slow at the present time, according to reports from dealers. However, the jobbers are optimistic at the present time, in view of the fact that spring is just ahead. Stocks are replete and all of the latest novelties are being received at the local shops.

Spring replacements promise an exceptionally good business in parts, while the seasonal desire for flashy superficial attachments is expected to provide a large market in novelties.

According to one Baltimore dealer, Thomas G. Young of the Auto Supply Company, the growth in popularity of the sport type of car has created a large demand for sport equipment. Mr. Young pointed out that many of the automobile manufacturers are equipping their machines fully, but that there are many devices which enhance the appearance of even the machines listed with replete equipment.

Of course, there has been little demand for these articles lately, with inclement weather still prevailing, but the first warm days of spring are expected to precipitate a buying rush. Easter, particularly, is looked forward to, since Baltimoreans are as fastidious about their cars as they are about their clothes in the big Charles Street parade of that day.

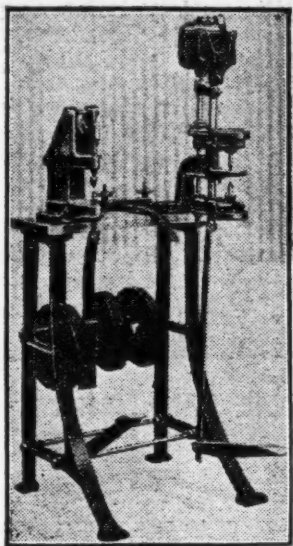
### NEW FACTORY BRANCH

Chicago, March 27.—The King-Seeley Corporation of Ann Arbor, Mich., makers of the K. S. Gasoline Telegraph, have opened a factory branch at 2450 Michigan Ave. Opening of the Chicago branch is said to be the first step in a national distribution and installation plan worked out by James McCallum, sales promotion manager.

## New Automotive Equipment

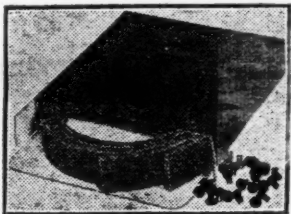
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

### BRAKE RELINING MACHINE



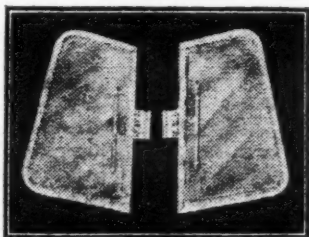
The Manley combination brake relining machine, made by the Manley Manufacturing Company of York, Pa., combines a counter-sinking and riveting machine built in one. It consists, according to the Manley company, of the regular Manley drilling and counter-sinking machine and a Manley heavy duty riveting machine, mounted on a bench, supported by heavy iron legs, with natural wood, and provided with a clamp for holding brake lining while cutting. The price without motor is \$76.

### LION PAW BANDS



The Buckner Process Company, Worcester, Mass., has put a specially treated Ford transmission band on the market called the Lion Paw, which, it is said, will not glaze over or chatter. According to its makers the new band is of solid interwoven hinged construction and can be easily used with quick change bands. The bands will fit all model Fords. It is claimed, including the new 1926 models.

### "J. H." SIDE WINGS



The "J. H." side wings are being manufactured by the Tonneau Shield Company, Inc., of New York city. It is claimed by the company that the wings, which are enclosed in a metal channel, will not break as easily as others, will not chip on the edges, and if struck the glass will not fly, nor will the wing drop off. The wings come finished in nickel only for all principal makes of cars.

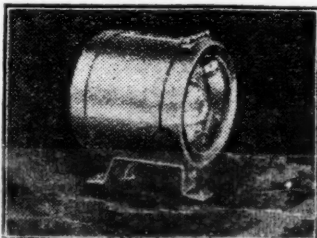
### AVON FLYING FALCON



The Avon Flying Falcon is the latest word in radiator ornaments which has recently been put on the market by the Avon Mechanical Laboratories of Watertown, Mass. The wings of the falcon, which is posed in the position from which it would launch itself in flight, have a very lifelike movement when the car is in motion.

They have in addition to the up and down flapping movement, a feathering movement which is brought about automatically and without the aid of mechanism. The ornament is 15 inches high and may be used either with or without a motor. The price is \$12.00.

### FENDALITE



The Fendalite, a new device to make night driving safe has been placed on the market by the Malcolm H. Smith Company, Inc., of Boston, Mass. The new light is attached to the rear fender and casts a flood of light forward and downward and a bit to the right, giving the driver, it is claimed, a clear view of the right hand side of the road at all times. The beam of light is centered on a spot about eighty feet in front of the car and the upper rays carry to a distance of 170 feet beyond this. The light may be arranged so that it can be controlled from the dash.

### MOHAWK WINDSHIELD WIPER



The Mohawk, a new clear vision windshield wiper, has been placed on the market by the Utility Manufacturing and Sales Corporation of Boston, Mass. The new device is operated by electricity and differs from the ordinary swinging wipers, according to its makers, in that it travels from one side of the windshield to the other, keeping the entire upper half of the shield clean. It is claimed that it will work equally well in rain, snow, or sleet, is easily attached and costs little to operate.

The sale price is \$14.50.

### VALVE DISTRIBUTOR

Seattle, March 27.—George Morrissey of Northwest Bearing Company announces that his company has obtained distribution of Thompson valves for this territory.

## STEEL CONSOLIDATION TO BOOST STRIP OUTPUT

Butler, Pa., March 27.—Consolidation of the Columbia Steel Company of Elyria, O., with the Forged Steel Wheel plant, subsidiary of the Standard Steel Car works, here will result in the large production of strip steel for use in the manufacture of automobiles, it is claimed.

New machinery is being installed, and within a few months it is expected that many hundreds of workers will be employed. The Standard plants here are owned by the Mellon interests of Pittsburgh, of which Secretary of the Treasury Mellon is a partner.

## MULLINS BODY AGAIN INCREASES PRODUCTION

Salem, O., March 27.—Because of the increased demand on the part of many auto manufacturers for bodies, the Mullins Body Corporation here announces increased production schedules in effect at once. According to President C. C. Gibson who states that the Mullins plant is working at capacity with the greatest volume of business in its history on the books.

More than 1,300 workmen are now employed regularly at the plant.

## MONOGRAM SUIT SETTLED BY CONSENT DECREE

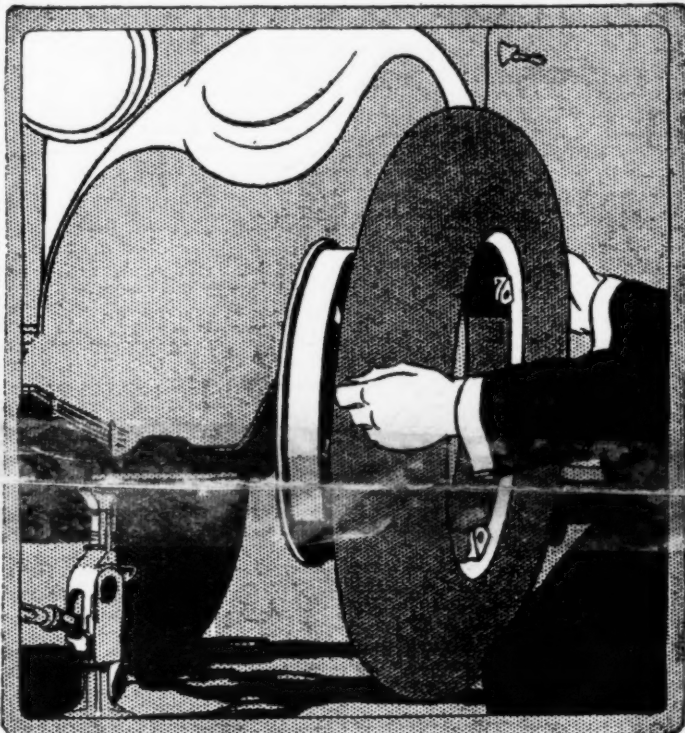
Chicago, March 27.—Howard F. Kingsley, vice-president and general manager of the Kingsley-Miller Company, announces a suit in the United States district court in Chicago, brought by the manufacturer of Monogram caps against the manufacturer of Bethlehem caps, based on design patent No. 60878, was settled March 15 by the entry of a consent decree declaring the Monogram patent valid and infringed by the Bethlehem caps.

## FORD CLOTH PLANT INCREASING OUTPUT

Detroit, March 27.—Manufacture of cloth at the Highland Park plant of the Ford Motor Company has reached an output of 300 yards daily, and by August 1 it is expected to reach 3,500 yards a day. Ford's cloth requirements at present rate of closed car production are more than 22,000 yards a day.

### SHELL OIL BANQUET

Seattle, Wash., March 27.—The two-day sales conference of district and local managers of the Shell Oil Company of Washington, Oregon, Idaho and British Columbia closed with a banquet at the Olympic Hotel last week. More than eighty company representatives attended the conference.



**Wheel advantages for motorists are sales advantages for dealers. Hayes Wheels with Attached-Lug-Rims present these definite and exclusive features: They eliminate rim squeaks, eliminate torn valve stems, distribute driving strain, save time in tire changes, save tire wear, save service expense.**

*"Loose Lugs Are Behind the Times"*

HAYES WHEEL COMPANY, Manufacturers, Jackson, Michigan

# HAYES WHEELS

WITH ATTACHED LUG RIMS—STANDARDIZED IN WOOD, WIRE AND DISC



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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## United We Shall Stand

FROM time to time the Automotive Daily News has commented upon the injustice of taxation as it affects the motor car owners of this country. Practically every car owner in the United States pays five different forms of impost on his motoring activities and in some instances the number of levies placed on the car and its owner runs far higher than this. Every time any body empowered to levy taxes meets and there is a shortage of funds, the unfortunate motor vehicle owner is immediately "made the goat."

A small item in a recent issue of our favorite automotive daily newspaper chronicles the fact that the Supreme Court of North Carolina had affirmed the decision of the lower court, which held that a recently passed tax levy of \$5 per annum on motor cars owned in the town of New Bern was invalid. Thank heaven, the Supreme Court of this Southern state preserved some semblance of a sense of humor. If this iniquitous proceeding had been held valid under the law, the next step would have been the imposition of a ward tax on cars and then probably a block tax and an individual house tax would have been quite in order. In fact, some brilliant solon would probably have devised the delightful expedient of taxing every member of every family owning a car. There is no limit to the rapacity of these legislative gold diggers if they see the way clear to get more money into their hands to spend according to the dictates of their fervid imaginations.

*Now there is just one way of ending all this offensive nonsense. The motor vehicle owners of the United States form a compact body of approximately 20,000,000 voters. Their strength at the polls will turn any election. Unfortunately, they are unorganized to a large extent and vote their party tickets irrespective of the attitude of the parties on motoring questions. If the motorists of America will organize by states and counties and warn these added legislators that hostile action on motoring subjects means prompt retirement and a return to work, there will be no more trouble. BUT we never can stop hostile legislation until we are organized.*

During the past few years we have had a chance to see what a noisy but organized minority can do in the way of keeping offensive legislation on the statute books. An organized majority can do still more to prevent offensive legislation being placed on the books. And the motorists of America are a majority. All they need is organization. It must be the task of men in the automotive industry to crystallize sentiment and work toward the organization of the motoring majority.

An astonishing commentary on the rise of motor stocks in public acceptance is found in the recently announced figures on stockholders of General Motors for ten years. In 1917 there were 1,927 shareholders in this great motor manufacturing corporation. At the beginning of 1926 there were 56,693. Motor stocks have arrived at the position of investment security that railroads and other industrials have long considered their own.

"Where do you want to go and how badly do you want to get there?" This was the question recently asked an audience of salesmen by Edward S. Jordan, whose feats of selling are a tradition in the craft. "Answer that question to your own satisfaction," Mr. Jordan told his hearers, "and you have set yourself upon the road to eventual success." And that means you and me and our neighbor.

## Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



ALFRED R. SLOAN JR., PRESIDENT OF GENERAL MOTORS, STARTED AS A DRAFTSMAN FOR THE HYATT ROLLER BEARING COMPANY.

## NEW TAX RULINGS SENT TO N. A. C. C.

New York, March 27.—New rulings of the United States Revenue Bureau under the revenue act of 1926 which affect the returns of dealers and body makers have just been received by the National Automobile Chamber of Commerce. They concern chassis sent by dealers to body makers, customers' orders of buses from body manufacturers, and taxes on hearses and ambulance chassis and bodies.

The rulings are as follows:—

1. If a dealer receives an order for an automobile or bus, to be produced by the installation of some particular make of bus body on the passenger chassis he deals in, and if in order to carry out this transaction the dealer sends the chassis to a body maker from whom he (the dealer) purchases the body, and then after receiving the complete machine he turns it over to his customer subsequent to March 28, 1926, he may inventory the chassis in accordance with the provisions of the 1926 act, even though the chassis was sent away to the body manufacturer prior to March 29.

2. If a customer orders of a body manufacturer a bus to be produced by installing a body made by the body maker on a specific chassis, and the body maker obtains the specified chassis from the dealer thereof before midnight March 28, and the complete car has not been delivered to the customer before midnight March 28, but is delivered subsequent to that time, then neither the dealer in the chassis, nor the body maker can inventory the chassis as entitled to refund under the 2 per cent. refund provisions.

3. A hearses body or a hearses chassis exclusively designed and used for that purpose is not taxable.

4. Ambulance chassis, ambulance bodies, bus chassis, and bus bodies are taxable at 3 per cent.

5. Where hearses have been so modified in their construction that they serve not only as hearses but also as ambulances, the chassis being different from those for "truck," "wagon" or "tractors," it is held that the bodies and chassis will be subject to 3 per cent. tax imposed by the 1926 act when it becomes effective. For chassis and bodies used in the construction of

## CANTON DEALERS' ASSN. HOLDS DINNER MEETING

Canton, O., March 27.—The Canton Automobile Dealers' Association held a dinner meeting last Tuesday at the Courtland Hotel, which was attended by 125 guests. Chalmers R. Wilson, commissioner of motor vehicles of Ohio, was one of the principal speakers. He spoke on "Dealer's Law," explaining in detail the bill of sale and the proper use of dealers' license plates.

Sam Grothwell of Cincinnati spoke also, his talk being directed to sales men. Fred McGill, manager of this district for the Motor Vehicle Department, and Martin Bruner of Wooster, accompanied Mr. Wilson on his trip here.

hearses to come within the tax exempt class provided for in the act, it must be shown that they are designed and adapted exclusively and solely for such use, and that they differ from types used in ambulances, buses, etc.

## ASK REPEAL OF OREGON TITLE CERTIFICATE LAW

Portland, Ore., March 27.—A referendum petition requesting the repeal of the certificate of title law has been filed with the secretary of state, and it is expected that it will be in circulation within a short time.

The entire Automotive Conference is behind the movement to do away with the present certificate of title law which is claimed to be inadequate in that it has not protected the owner, the dealer and the insurance company.

## NEW CORPORATION

Akron, O., March 27.—The W. H. McCormack, Inc., a \$25,000 corporation, to deal in Fords and Ford parts, has been formed here. The incorporators are W. H. McCormick, Paul Russell, W. B. Wanamaker, Thomas S. Heffernan and W. C. Cunningham. McCormick was previously connected with the Universal Motor Company, another Ford dealership in the city.

## Coming Automotive Events

### MARCH

20-Apr. 9—State of Texas. Automotive Equipment Association, meeting of the merchandising department.

### APRIL

3-14—Frankfort-on-Main, Germany. International Motor Car Show.  
5-9—Greenville, N. C. Automobile Show.  
5-10—Savannah, Ga. Savannah Auto Trade Association Show.  
10—New Orleans, La. Automotive Equipment Association, meeting of the merchandising department.  
15—Fresno, Cal. American Automobile Association race.  
20-23—Philadelphia, Pa. Retail Delivery Association, annual convention, Bellevue-Stratford Hotel.

### MAY

1—Atlantic City, N. J. Races at opening of new speedway.  
10—Charlotte, N. C. American Automobile Association race.  
12-13—Galveston, Tex. Tenth annual convention of the Texas Automotive Dealers' Association.  
13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.  
30-31—Indianapolis, Ind. 500-Mile race.

### JUNE

1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.  
8-10—Detroit, Mich. American Body Builders' Association, convention, Hotel Statler.  
12—Allentown, Pa. American Automobile Association race.  
12-13—Le Mans, France. Rudge-Whitworth twenty-four-hour stock car race.  
16-18—Philadelphia, Pa. Society of Industrial Engineers, thirteenth national convention, Bellevue-Stratford.  
14-19—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.  
26—Laurel, Md. American Automobile Association race.

### JULY

5—Salem, N. H. American Automobile Association, race.  
17—Atlantic City, N. J. American Automobile Association, race.

### AUGUST

3-6—Denver, Cal. Denver Post, outdoor automobile show.

### SEPTEMBER

6—Allentown, Pa. American Automobile Association, race.  
25—Salem, N. H. American Automobile Association, race.



# Dealer Activities

## HUPMOBILE FRANCHISE IN JAMESTOWN, N. Y., SOLD

Jamestown, N. Y., March 27.—The Benedict Motor Sales Company of this city has just disposed of its Hupmobile franchise to the Russell Hayes Motor Sales Corporation of this city. O. H. Benedict, head of the company, said that its truck business had developed to a point where it required the staffs whole time and attention to handle that department. The company is distributor for American La France, Commerce and United trucks. The Russell Hayes corporation will move into quarters at 736 East 2d St.

## USED CAR BUSINESS OPENS IN ST. LOUIS

St. Louis, March 27.—Headquarters has just been opened here at 2909 Washington Boulevard by the recently organized J. W. Automobile Company for the purpose of doing a general used car business. James Ward, president, formerly conducted the J. W. Used Car Company. H. C. Waldman is vice-president of the new company and M. J. Rosenblatt is secretary-treasurer.

## CHANGES IN CHARLOTTE DODGE CAR DEALERSHIP

Charlotte, N. C., March 27.—B. L. Eskridge, until recently of Syracuse, N. Y., where he was vice-president of the Syracuse Automotive Trade Association, has arrived here to become vice-president and general manager of the Charles E. Lambeth Motor Company, Dodge dealer, according to an announcement by Charles E. Lambeth, president. Earl Hallman, who has been vice-president and secretary of the company, has resigned that position to become vice-president and associate manager of the Lambeth Investment Corporation, insurance and mortgage bond dealer in the automobile trade, a newly organized firm, of which Mr. Lambeth is president. Mr. Eskridge is a native of New Orleans, La. He formerly was with the Dodge factory.

## WINNING DEALER STAFF VISITING FORD PLANT

Waterbury, Conn., March 27.—The seven local members of the Dutee Wilcox Flint Ford dealership who won the New England championship for Ford sales during a contest last month, have arrived in Detroit, where they will be entertained by Henry Ford and the Ford Motor Company. The trip is the prize for winning the championship. The local men making the trip are: H. J. Wilcox, manager; R. V. Sherwood, sales manager; Elmer King, manager of the Thomaston branch; Walter Hoethke, used car manager; Joseph Kenney, Grant Porter and Albert Kinnis.

## WILL SELL OAKLAND AND PONTIAC CARS

Akron, O., March 27.—The Summit Auto Company, distributors for the Oakland and Pontiac automobiles, has appointed Hunsberger & Rhodes of Barberton as one of its associate dealers.

## OPENS STUTZ SALES QUARTERS IN CHICAGO

Chicago, March 27.—Stanley Paul, veteran of the Chicago row and the Bird-Sykes organization, announces the organization and opening of a new Stutz sales and service quarters at 6118 Cottage Grove Ave.

## CHANDLER DEALER IN NEW HAVEN SHOWS MOTOR

New Haven, Conn., March 27.—A cut-out working model of the Chandler Pike's Peak motor which is on exhibition in the salesroom window of W. A. Rutz, local Chandler dealer, is attracting considerable attention.

## IOWA DEALER ADDS HUPMOBILE FRANCHISE

Waterloo, Ia., March 27.—The Corry Motor Company, 510-12 West 5th St., has taken over distribution of the Hupmobile for this city and adjacent territory, in addition to its present lines.

## IMPROVEMENTS

### CHICAGO STUTZ MOVES

Chicago, March 27.—The Stutz Chicago Factory Branch, Inc., has just moved into larger quarters at 2500 South Michigan Ave. It is a four-story building, with a total of about 50,000 square feet of floor surface, with every modern facility for service and sales. The growth of the branch's business has been such that the headquarters at 2247 South Michigan Ave. were inadequate. The building is of marble, stone and heavy mill construction, and is well lighted throughout. It has a service entrance from 25th Street and a mosaic tile showroom floor.

### NEW RICKENBACKER HOME

Evansville, Ind., March 27.—The new Rickenbacker distributor building under construction at 517-519 Sycamore St., will be ready for occupancy about April 1. It is a brick and concrete one-story structure and will provide display room and a service department. Edwin W. Aleon is local manager. The present quarters are at 204 South 5th St.

### LEASES NEW SHOWROOM

Huntington Park, Cal., March 27.—George Gilb and Emmett E. Lyon of the Park Motors Company have secured a ten-year lease on a showroom in a new building to be erected on South Pacific Boulevard. The lease calls for the use of the first floor of the three-floor structure and the payment of a total rental of \$80,000.

### GATES TO BUILD

Indianapolis, Ind., March 27.—The Gates Manufacturing Company, producing auto fabric accessories for a national market, has purchased land adjacent to its plant, corner of 11th and Fayette

Streets, and with erect additional buildings which will permit the doubling of the production capacity.

### FLINT DEALER BUILDING

Rochester, N. Y., March 27.—Gilpin Motors, which has its main headquarters at 191 Main St., is building a new garage, service shop and show rooms at 1233 University Ave., and expects to move into the new quarters May 1. The building is valued at \$35,000. It will be 112 by 60 feet. James P. Gilpin is head of the concern which sells the Flint car.

## Incorporations

### NEW JERSEY

Trenton, March 27.—The following automotive concerns have just been incorporated here:—Atlantic Used Car Exchange, Atlantic City, \$125,000; Thomas J. Anderson, Frank J. Rollin and William Anderson; deal in used cars. Westville Motor Sales Company, Westville, \$125,000; Wesley A. Riehl, William E. Mack and Edward G. Mack; deal in automobiles. Sunset Motor Company, Asbury Park, \$25,000; John P. Vaughn, Horace Fisher and C. Wesley Major; deal in automobiles. Lawrence F. Fagan, Inc., Harrison, \$50,000; Lawrence F. Fagan, James J. Mahan and Louis Eckhardt; deal in automobiles and accessories. W. D. Moore Company, Camden, \$100,000; Walter D. Moore, Elwood M. Bressett, William S. White and Louis M. Doline; deal in automobiles.

### NEW YORK STATE

Albany, March 27.—Corporation charters have just been granted by the secretary of state to the following new automotive concerns:—Community Taxi Service, Inc., Rochester, 100 shares, no par value; taxicab service and garage; Russell G. Mahar, Sylvia I. Mahar and George H. Mahar, 118 West Raynor Ave., Syracuse. Kingsboro Motor Rebuilding Corporation, Brooklyn, \$10,000; manufacture automotive vehicles; Gertrude M. Oberwager, Nat C. Helman and Samuel Shulman, 291 Broadway, New York city. Concourse Service Station, Inc., Manhattan, 100 shares, no par value; rubber goods, tires, automobile accessories; Harry Zimmerman, 946 Hos Ave., Bronx; Abraham Muller and Frederick S. Weitzner, Montauk Point Auto Corporation, Montauk, Suffolk county, \$10,000; manufacturing motors, engines, automobiles; Mason Peters, 32 Broadway, New York city; Leo Carrillo and M. P. Goldstein, 122 E. 12th St., New York city. Envy Garage, Inc., Manhattan, \$5,000; operate garages; Zelda Ringler, 1216 Kider Ave., Bronx; Ida Korman and Dorothy Koenigsberg. Russell Hayes Motors, Inc., Jamestown, \$25,000; automobiles; Russell Hayes and Bessie Hayes, 353 Hallock St., Jamestown, and J. Russell Rogers. Mecca Garage Corporation, Manhattan, \$24,000; automobiles; Ralph D. Hurwitz, 502 West 56th St., New York city; Edward L. Rosenfeld and Nathan Schiassky. Topping Garage Corporation, Manhattan, \$1,000, operate garages; E. Stanley Marks, 881 Whitlock Ave., Bronx; Percy R. Burtlett and Anna Singer. S. & Z. Auto and Radio Supply Company, Inc., Bronx, twenty shares, no par value; manufacturing automotive and radio supplies; Benjamin Zimmerman and Celia Zimmerman, 1540 Broadway, New York city, and Abraham Seiman. Eastern Air Pressure Grease Gun, Inc., Brooklyn, \$5,000; distribute air pressure, grease guns, automobile equipment; Herman Turk, 353 Avenue O, Brooklyn; Nathan Turk and Abraham Greenberg. Morris Auto Supply Company, Inc., Queens, \$25,000; automobile supplies; Ned Morris, 32 Hillcrest Ave.; Harry A. Morris and Charles Grossjung. Thurston's Corporation, Binghamton, \$10,000; deal in goods, wars, automobile accessories; Maurice Horowitz, Samuel Diamond and Herman C. Gould, 23 Henry St., Binghamton. S. G. Nelson, Inc., Manhattan, \$5,000; repair automobiles; J. Tobias Goldberg, R. L. Alexander and J. Frankel, 1315 Broadway, New York city. Mohawk Valley Oil Corporation, Utica, \$100,000; oil, petroleum and gas business; 500 shares preferred, \$100 par value, and 5,000 shares common, \$10 par value; Wesley F. Lorenz, Oak Lawn, Greenport, Columbia county; William C. Kriegermen and William H. Van Valkenburg. Increase Capital Stock. Leaf Spring and Service Corporation, Syracuse, from \$6,000 to \$15,000; care Jones, Higgins & Terney, 501 Sedgwick. Andrews & Kennedy Building, Syracuse. Concor Tire Company, Inc., Manhattan, from \$2,000 to \$15,000. Change of Name. From National Vulcanizing Company, Inc., Syracuse, to National A. & E. Corporation, care Lee, Brewster & Johnson, 704 Dillays Building, Syracuse.

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VELIE SALES IN SEATTLE. Seattle, March 27.—Edward Roesch Company, Velie dealers, states that Velie sales have increased 20 per cent. in the last two weeks and that they will continue to increase from now on. He said future prospects are excellent.

RUTHENBERG ILL. AT HOME. East Moline, Ill., March 27.—Louis C. Ruthenberg, general manager of the Yellow Sleeve-Valve Engine Works in East Moline, has been confined to his home with pneumonia.

HUBBARDS JOIN TYRE SHOP. Olympia, Wash., March 27.—W. C. Hubbard, formerly in the tire business in Spokane and Yakima, and his brother, R. T. Hubbard, until recently with the Chrysler sales and service in Yakima, have joined C. R. Guthrie in the Tyre Shop and Chrysler Sales at Ellensburg.

TEMPLE MADE MANAGER. Chicago, March 27.—Lee G. Temple is the new manager of the Inland Auto Sales, 8948 Commercial Ave., Hudson and Essex dealer. For

# Personal Items

## SIMMONS TO CLEVELAND

Cleveland, March 27.—C. R. Simmons, formerly service manager for the Studebaker Corporation's Boston branch, has just been named service manager for the Cleveland branch, succeeding C. R. Nicodemus, who was transferred to the Boston branch.

## OPPENHEIMER WITH LEWIS

Houston, Tex., March 27.—A. S. Oppenheimer has just been appointed manager of the used car department of A. B. Lewis, exclusive used Ford dealer of this city. Mr. Oppenheimer is considered an authority in used-car values.

## RUTHENBERG ILL. AT HOME

East Moline, Ill., March 27.—Louis C. Ruthenberg, general manager of the Yellow Sleeve-Valve Engine Works in East Moline, has been confined to his home with pneumonia.

## HUBBARDS JOIN TYRE SHOP

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## TEMPLE MADE MANAGER

Chicago, March 27.—Lee G. Temple is the new manager of the Inland Auto Sales, 8948 Commercial Ave., Hudson and Essex dealer. For

the past four years he has been connected with a dealer at Alton, Ill.

## YOUNG MADE CONTROLLER

Akron, O., March 27.—H. J. Young, since 1920 manager of the cost and pay roll division, has just been named controller of the Goodyear Tire and Rubber Company of California. He will assume his new duties April 1.

## ADAMS SALES CHIEF

J. H. Adams has become sales manager of the Burt-Overland Motor Company, Willys-Overland distributor at 631 Monroe Ave.

## ST. JOHN HEADS GUN TEAM

Olympia, Wash., March 27.—The Chehalis, Wash., trapshooting team headed by A. C. St. John, president of the St. John Motor Company, Ford and Lincoln distributor, has won six of the eight meets in which it has taken part this season and is ranked as one of the best organizations of its kind in the state. Mr. St. John has been shooting twenty-five straight in practically every meet he has taken part in this season.

## Fire Losses

### SEVEN CARS BURNED

Spencer, S. D., March 27.—Fire destroyed seven cars in the Higdon Motor Company garage with a total loss of \$7,500, partly covered by insurance.

**RICKENBACKER IN BOSTON—" . . . An authoritative daily story of the Automobile Industry . . ."**

**Clarke & Stevens Co**  
J.M. CLARKE  
PRESIDENT  
W.H. STEVENS  
TREASURER  
969 Commonwealth Ave  
Phone Boston 7715

BOSTON

March 11th, 1926.

Automotive Daily News,  
1926 Broadway,  
New York City, N.Y.

Gentlemen:-

It has become a daily habit with

us here in Boston to read your paper.

We consider that this fits a long

felt need of giving the Dealers out in the territory

an authoritative daily story of the Automobile Industry

as a whole.

We wish your continued success, and

will be very glad to continue our subscription at

its expiration.

Very truly yours,

CLARKE AND STEVENS COMPANY.

*W.H. Stevens*  
W. H. Stevens,  
Treasurer.

WHS/M

"FIFTH SUCCESSFUL YEAR."



# Financial News of the Automotive Industry

## RUBBER EARNINGS AND SALES REACH HIGH MARK IN '25

U. S. and B. F. Goodrich Cos. Make Best Showings Since 1920

NEW YORK, March 27.—Among the large tire and rubber companies which enjoyed the best year in 1925 since the after-war deflationary period were United States Rubber Company and B. F. Goodrich Company. In both cases net sales and profits in the past year were the highest for any year since 1920.

On net sales of \$206,473,737, United States Rubber Company showed a profit of \$17,309,970 after depreciation, interest and Federal taxes. This was equivalent after preferred dividends to \$14.91 a share earned on the \$10,000 common shares outstanding. Out of earnings the company set aside a reserve of \$3,000,000 to be applied against cost of crude rubber to be received during the current year. Deducting this item left a balance of \$9,082,352, or \$11.21 a common share. This compared with \$3.87 a common share in 1924.

B. F. Goodrich Company net sales totaled \$136,239,526, with a profit of \$16,744,447 after depreciation, interest and Federal taxes. This was equivalent after preferred dividends to \$23.98 a share on the 601,560 common shares outstanding. Like United States Rubber, Goodrich set up a contingency crude rubber reserve. This totaled \$4,000,000, or \$1,000,000 more than the amount laid aside by the big rubber company. Deducting this amount from the profit referred to above, there remained \$12,744,447, equivalent after preferred dividends to \$17.33 a common share. In 1924 Goodrich set up a contingency reserve of \$1,000,000, and on December 31, last, reserves for crude rubber purposes totaled \$5,000,000.

United States Rubber in 1924 did not create such a reserve.

### Crude Rubber

That B. F. Goodrich Company has operated on crude rubber purchased at levels somewhat under those paid by United States Rubber Company is one factor indicated by the profits of \$26,566,951 on Goodrich sales of \$246,057,211 in the past two years, or more than 10 per cent., against United States Rubber profits of \$25,677,905 on \$378,688,090 sales, or less than 7 per cent., says a Dow Jones analysis.

The following table compares sales and net profit since 1919:—

| U. S. RUBBER CO. |               |              |
|------------------|---------------|--------------|
| Year             | Sales         | Net Profit   |
| 1925             | \$206,473,737 | \$17,309,970 |
| 1924             | 172,214,353   | 8,368,035    |
| 1923             | 186,261,381   | 7,392,657    |
| 1922             | 168,786,350   | 7,692,023    |
| 1921             | 164,706,621   | 432,811      |
| 1920             | 256,150,120   | 21,220,383   |
| 1919             | 225,589,465   | 17,730,237   |

| B. F. GOODRICH CO. |               |              |
|--------------------|---------------|--------------|
| Year               | Sales         | Net Profit   |
| 1925               | \$136,239,526 | \$16,744,447 |
| 1924               | 109,817,685   | 9,825,504    |
| 1923               | 107,092,750   | 9,025,382    |
| 1922               | 93,649,710    | 3,047,769    |
| 1921               | 86,687,339    | *18,983,492  |
| 1920               | 150,097,346   | 2,711,287    |
| 1919               | 141,343,419   | 17,304,813   |

\*Deficit.  
U. S. Rubber Company's plantations enjoyed another profitable year in 1925, after providing adequate reserves for depreciation of plant and equipment and amortization of the cost of the development and for foreign income taxes.

### TEXAS REGISTRATION

Austin, Tex., March 27.—Motor vehicles registered in Texas for 1926 now total 636,250, according to figures given out by the State Highway Department.

## Martin Parry Profit \$50,416 for Quarter

New York, March 27.—For the quarter ended February 27, the Martin Parry Corporation reports a net profit of \$50,416, after Federal taxes, etc., equal to 40.5 cents a share on 125,000 shares of no par stock. For the preceding quarter the figures were \$118,997, or 95 cents a share. Net profit for the initial six months of the fiscal year totaled \$169,413, or \$1.35 a share.

## EXPANSION PLANS OF TOLEDO PLANTS

Program Calls for Expenditures Well Into Millions

(Continued from Page 1)

chased a six-acre site for the purpose. It will employ about 500 men when its new factory is finished, according to Horace Buggie, general manager.

The Devilbiss Manufacturing Company, manufacturer of automobile spray painting machinery, will build this year a \$400,000 administration building adjoining its present modern factory which was completed about a year ago. It will be four stories high and 80x180 feet in ground dimensions. The administration building is to be followed by the erection of a huge factory building to be a replica of its present plant with the administration structure between the two.

The Bingham Stamp and Tool Company, making automobile stampings, has completed a new factory addition costing \$30,000.

The Edward Ford Plate Glass Company, a part of whose product goes to the automobile trade, has just completed \$300,000 worth of new buildings to replace obsolete structures at its East Toledo factory group.

George D. Moore, general manager of the Chevrolet Motor Ohio Company, Toledo, reports that his plant is running the best in its history. The company, a division of General Motors, building transmission and other gears, has 1,600 men working steadily. The company is operating two eight-hour shifts.

The Tillotson Carburetor Company reported March business equal to the same month last year with orders on hand for a tremendous increase in April. "It looks like a bigger year to me than 1925," said H. C. Tillotson, head of the company.

J. W. Bunting of the Bunting Brass and Bronze Company, manufacturer of bronze bushings and bearings, reported a business for the first three months of 1926 fully 20 per cent. ahead of the same period last year, with bright prospects for a good year.

Gordon Mather, head of the Mather Spring Company, one of the large manufacturers of automobile springs, sees a good year in the automotive fields. The company's business is good and more than 500 men are busily employed turning out springs enough to keep the orders filled.

The Inshield Products Company, manufacturer of accessories for automobiles, has moved from Water Street to the former plant of the farm lighting division of the Electric Auto-Lite Company on Cherry Street, more than doubling its floor space.

The Bock Bearing Company reports a huge increase in business over last year. The concern builds all the bearings for the Studebaker as well as a number of other passenger cars and motor trucks. The Mountain Varnish Company, which makes the finishes for Willys-Overland, a large quantity for Ford and many other makers, has more than doubled the business of a year ago, with prospects for the greatest year in its entire history, by a wide margin.

## RANGE OF AUTOMOTIVE STOCKS

| NEW YORK STOCK EXCHANGE |         |         |      |                        |        |         |         |         |         |
|-------------------------|---------|---------|------|------------------------|--------|---------|---------|---------|---------|
| Previous, 1925          | High    | Low     | Div. | Sales                  | High   | Low     | Close   | Change  | Net     |
| 18 1/2                  | 10      | 9 1/2   | 3    | Advance Rumely         | 100    | 12 1/2  | 12 1/2  | 12 1/2  | +       |
| 63 1/2                  | 61      | 60 1/2  | 3    | Advance Rumely pf.     | 300    | 51 1/2  | 51 1/2  | 51 1/2  | +       |
| 18 1/2                  | 10      | 9 1/2   | 3    | Alax Rubber            | 500    | 10 1/2  | 10 1/2  | 10 1/2  | +       |
| 94 1/2                  | 31 1/2  | 31 1/2  | 6    | Allis-Chalmers         | 14,000 | 82 1/2  | 78 1/2  | 79 1/2  | - 1 1/2 |
| 34 1/2                  | 20      | 19 1/2  | 1    | Am. Bosch Magneto      | 1,800  | 22 1/2  | 21 1/2  | 22 1/2  | +       |
| 15 1/2                  | 13 1/2  | 13 1/2  | 1    | Am.-La. France         | 600    | 13 1/2  | 13 1/2  | 13 1/2  | +       |
| 37 1/2                  | 28      | 27 1/2  | 3    | Briggs Mfg. Co.        | 500    | 31      | 30 1/2  | 30 1/2  | +       |
| 54 1/2                  | 23      | 22 1/2  | 3    | Chrysler Corp.         | 21,700 | 35 1/2  | 34 1/2  | 34 1/2  | +       |
| 108 1/2                 | 98 1/2  | 98 1/2  | 80   | Chrysler Corp. pf.     | 400    | 98 1/2  | 98 1/2  | 98 1/2  | +       |
| 13 1/2                  | 10 1/2  | 10 1/2  | 1    | Continental Motors     | 2,300  | 11      | 10 1/2  | 10 1/2  | +       |
| 47 1/2                  | 30 1/2  | 30 1/2  | 4    | Dodge Bros. A.         | 21,000 | 32 1/2  | 31 1/2  | 32 1/2  | +       |
| 88 1/2                  | 83      | 82 1/2  | 7    | Dodge Bros. pf.        | 700    | 84 1/2  | 83 1/2  | 84 1/2  | +       |
| 32 1/2                  | 26 1/2  | 26 1/2  | 2    | Eaton Axle & Spring    | 1,000  | 26 1/2  | 26 1/2  | 26 1/2  | +       |
| 79 1/2                  | 71 1/2  | 71 1/2  | 6    | Electric Stor. Battery | 800    | 76 1/2  | 75 1/2  | 76 1/2  | +       |
| 105 1/2                 | 86 1/2  | 86 1/2  | 6    | Fisher Body            | 3,500  | 91      | 88 1/2  | 90 1/2  | +       |
| 26 1/2                  | 14 1/2  | 14 1/2  | 7    | Fisk Rubber            | 3,500  | 16 1/2  | 16 1/2  | 16 1/2  | +       |
| 84 1/2                  | 73 1/2  | 73 1/2  | 7    | Fisk Rubber 1st pf stp | 200    | 80 1/2  | 80 1/2  | 80 1/2  | +       |
| 42 1/2                  | 29 1/2  | 29 1/2  | 3.75 | Gabriel Snubber        | 1,100  | 32 1/2  | 32 1/2  | 32 1/2  | +       |
| 9 1/2                   | 7 1/2   | 7 1/2   | 1    | Gardner Motor          | 200    | 8 1/2   | 8 1/2   | 8 1/2   | +       |
| 121 1/2                 | 115 1/2 | 115 1/2 | 12   | General Motors         | 61,500 | 121 1/2 | 118 1/2 | 119 1/2 | +       |
| 115 1/2                 | 112 1/2 | 112 1/2 | 7    | General Motors 7s pf.  | 200    | 114 1/2 | 114 1/2 | 114 1/2 | +       |
| 25 1/2                  | 20 1/2  | 20 1/2  | 2    | Glidden Co.            | 2,800  | 20 1/2  | 20 1/2  | 20 1/2  | +       |
| 70 1/2                  | 50 1/2  | 50 1/2  | 4    | Goodrich               | 16,600 | 59 1/2  | 57 1/2  | 58 1/2  | +       |
| 49 1/2                  | 39 1/2  | 39 1/2  | 3.25 | Hayes Wheel            | 700    | 40 1/2  | 40 1/2  | 40 1/2  | +       |
| 123 1/2                 | 80 1/2  | 80 1/2  | 3    | Hudson Motor Car       | 81,900 | 85 1/2  | 82 1/2  | 83 1/2  | +       |
| 28 1/2                  | 17 1/2  | 17 1/2  | 1    | Hupp Motor Car         | 2,500  | 21 1/2  | 20 1/2  | 21 1/2  | +       |
| 24 1/2                  | 18 1/2  | 18 1/2  | 2    | Indian Motorcycle      | 100    | 20 1/2  | 20 1/2  | 20 1/2  | +       |
| 66 1/2                  | 43 1/2  | 43 1/2  | 3    | Jordan Motor Car       | 5,700  | 47 1/2  | 46 1/2  | 46 1/2  | +       |
| 21 1/2                  | 15 1/2  | 15 1/2  | 5    | Kelly-Springfield      | 700    | 16 1/2  | 16 1/2  | 16 1/2  | +       |
| 126 1/2                 | 101 1/2 | 101 1/2 | 6    | Kelsey Wheel           | 800    | 105 1/2 | 102 1/2 | 102 1/2 | +       |
| 2 1/2                   | 1 1/2   | 1 1/2   | 1    | Keystone T. & R.       | 700    | 1 1/2   | 1 1/2   | 1 1/2   | +       |
| 14 1/2                  | 10 1/2  | 10 1/2  | 1    | Lee Rubber & Tire      | 100    | 11 1/2  | 11 1/2  | 11 1/2  | +       |
| 150 1/2                 | 107 1/2 | 107 1/2 | 6    | Mack Trucks            | 15,100 | 113 1/2 | 110 1/2 | 110 1/2 | +       |
| 33 1/2                  | 28 1/2  | 28 1/2  | 2    | Marlin Rockwell        | 100    | 29 1/2  | 29 1/2  | 29 1/2  | +       |
| 27 1/2                  | 23 1/2  | 23 1/2  | 2    | Moore Motors           | 3,400  | 21 1/2  | 20 1/2  | 20 1/2  | +       |
| 53 1/2                  | 39 1/2  | 39 1/2  | 3.50 | Motometer A.           | 1,800  | 40 1/2  | 39 1/2  | 40 1/2  | +       |
| 23 1/2                  | 20 1/2  | 20 1/2  | 2    | Motor Wheel Corp.      | 200    | 27 1/2  | 27 1/2  | 27 1/2  | +       |
| 15 1/2                  | 10 1/2  | 10 1/2  | 1    | Murray Body            | 500    | 11 1/2  | 10 1/2  | 10 1/2  | +       |
| 66 1/2                  | 62 1/2  | 62 1/2  | 1    | Nash Motors            | 22,700 | 56 1/2  | 53 1/2  | 54 1/2  | +       |
| 22 1/2                  | 16 1/2  | 16 1/2  | 1    | Omnibus Corp.          | 600    | 17 1/2  | 16 1/2  | 16 1/2  | +       |
| 43 1/2                  | 33 1/2  | 33 1/2  | 2    | Packard Motor Car      | 7,000  | 34 1/2  | 34 1/2  | 34 1/2  | +       |
| 28 1/2                  | 24 1/2  | 24 1/2  | 1.80 | Paisie-Detroit Motor   | 700    | 20 1/2  | 19 1/2  | 20 1/2  | +       |
| 43 1/2                  | 37 1/2  | 37 1/2  | 1    | Pierce-Arrow           | 10,800 | 39 1/2  | 37 1/2  | 38 1/2  | +       |
| 108 1/2                 | 85 1/2  | 85 1/2  | 1    | Pierce-Arrow pf.       | 2,500  | 90 1/2  | 87 1/2  | 88 1/2  | +       |
| 10 1/2                  | 5 1/2   | 5 1/2   | 1    | Reynolds Spring        | 200    | 6 1/2   | 6 1/2   | 6 1/2   | +       |
| 31 1/2                  | 21 1/2  | 21 1/2  | 1    | Spicer Mfg. Co.        | 700    | 23 1/2  | 22 1/2  | 23 1/2  | +       |
| 92 1/2                  | 72 1/2  | 72 1/2  | 6    | Stewart-Warner Speed   | 10,100 | 88 1/2  | 86 1/2  | 87 1/2  | +       |
| 77 1/2                  | 66 1/2  | 66 1/2  | 5    | Stromberg Carburetor   | 100    | 67 1/2  | 67 1/2  | 67 1/2  | +       |
| 61 1/2                  | 51 1/2  | 51 1/2  | 5    | Studebaker Co.         | 9,400  | 54 1/2  | 53 1/2  | 53 1/2  | +       |
| 56 1/2                  | 44 1/2  | 44 1/2  | 4    | Timken Roller Bear.    | 1,100  | 50 1/2  | 49 1/2  | 50 1/2  | +       |
| 88 1/2                  | 66 1/2  | 66 1/2  | 1    | U. S. Rubber           | 13,800 | 69 1/2  | 67 1/2  | 68 1/2  | +       |
| 109 1/2                 | 104 1/2 | 104 1/2 | 8    | U. S. Rubber 1st pf.   | 800    | 105 1/2 | 104 1/2 | 104 1/2 | +       |
| 90 1/2                  | 66 1/2  | 66 1/2  | 4    | White Motors           | 6,700  | 68 1/2  | 66 1/2  | 67 1/2  | +       |
| 24 1/2                  | 21 1/2  | 21 1/2  | 1    | Willys-Overland        | 14,600 | 23 1/2  | 23 1/2  | 23 1/2  | +       |
| 99 1/2                  | 81 1/2  | 81 1/2  | 1    | Willys-Overland pf.    | 1,200  | 97 1/2  | 96 1/2  | 97 1/2  | +       |
| 32 1/2                  | 27 1/2  | 27 1/2  | .75  | Yellow C. & T. B.      | 9,700  | 27 1/2  | 26 1/2  | 26 1/2  | +       |
| 96 1/2                  | 92 1/2  | 92 1/2  | 7    | Yellow C. & T. pf.     | 200    | 92 1/2  | 92 1/2  | 92 1/2  | +       |

| NEW YORK CURB |               |        |        |        |         |      |                |        |        |
|---------------|---------------|--------|--------|--------|---------|------|----------------|--------|--------|
| Sales         | Stocks        | High   | Low    | Last   | Chge.   | Net  | Sales          | Stocks | High   |
| 200           | Aub Auto      | 49 1/2 | 49 1/2 | 49 1/2 | + 1 1/2 | 15   | 15             | 15     | 11 1/2 |
| 200           | Brill Corp B  | 20 1/2 | 20 1/2 | 20 1/2 | +       | 100  | Hupp Motors    | 21 1/2 | 21 1/2 |
| 200           | Durant Mot.   | 8 1/2  | 8 1/2  | 8 1/2  | +       | 75   | Mdl Stl Prod.  | 44     | 43 1/2 |
| 200           | Ford Motor    | 35 1/2 | 35 1/2 | 35 1/2 | +       | 150  | Omnibus        | 17     | 16 1/2 |
| 10            | FrstnT&R pf   | 99     | 99     | 99     | +       | 20   | do pf          | 96     | 96     |
| 10            | Frd M Can.615 | 615    | 615    | 615    | +       | 100  | Reo Motor      | 21 1/2 | 21 1/2 |
| 200           | Frankl Mfg.   | 24 1/2 | 24 1/2 | 24 1/2 | +       | 7500 | Stew Warner    | 80     | 78 1/2 |
| 200           | Gen Fireprf   | 42 1/2 | 42 1/2 | 42 1/2 | +       | 1350 | Vel T. & C. B. | 27     | 25 1/2 |
| 1900          | Goodyear Tire | 33 1/2 | 33 1/2 | 33 1/2 | +       | 400  | Yellow Taxi    | 46     | 45 1/2 |
| 200           | Reo Motor     | 21 1/2 | 21 1/2 | 21 1/2 | +       | 240  | Hall Lamp      | 15 1/2 | 15 1/2 |
| 200           | Rep M T ctf   | 7 1/2  | 7 1/2  | 7 1/2  | +       | 450  | Motor Wheel    | 27 1/2 | 27 1/2 |
| 2500          | Rick Mot      | 5 1/2  | 5 1/2  | 5 1/2  | +       | 3975 | Packard        | 35     | 34 1/2 |
| 100           | Stand Mot     | 2 1/2  | 2 1/2  | 2 1/2  | +       | 550  | Paisie         | 20 1/2 | 20 1/2 |
| 200           | Timk D Axl    | 9 1/2  | 9 1/2  | 9 1/2  | +       | 402  | Reo            | 21 1/2 | 21 1/2 |
| 200           | U S L & H     | 20 1/2 | 20 1/2 | 20 1/2 | +       | 200  | Timken Axle    | 9 1/2  | 9 1/2  |
| 200           | do pf         | 6 1/2  | 6 1/2  | 6 1/2  | +       | 10   | do pf          | 94 1/2 | 94 1/2 |
| 500           | Yel Taxi NY   | 14 1/2 | 14 1/2 | 14 1/2 | +       |      |                |        |        |

| CHICAGO |             |        |        |        |       |        |             |        |        |
|---------|-------------|--------|--------|--------|-------|--------|-------------|--------|--------|
| Sales   | Stocks      | High   | Low    | Last   | Chge. | Net    | Sales       | Stocks | High   |
| 3050    | Auburn Auto | 52 1/2 | 51 1/2 | 52 1/2 | +     | 105    | Firestone   | 105    | 105    |
| 400     | Dendix      | 27 1/2 | 27 1/2 | 27 1/2 | +     | 59 1/2 | Goodrich    | 59 1/2 | 59 1/2 |
|         |             |        |        |        |       | 34     | Goodyear    | 34     | 34     |
|         |             |        |        |        |       | 25 1/2 | Peerless    | 25 1/2 | 25 1/2 |
|         |             |        |        |        |       | 22     | Stieberting | 22     | 20 1/2 |

(The above table shows Friday's automotive stock movement, complete.)

## Current Commodity Prices

New York, March 27.—A spurt of activity has developed in the crude rubber market. An easier situation in London led to buying in some volume, but the demand tapered off before the close of the market. The demand for gasoline is less active. The demand from jobbers continues disappointing. The steel market shows no change of consequences so far as prices are concerned.

### STEEL PRODUCTS

| Semi-Finished—Gross Tons     |               |
|------------------------------|---------------|
| Billets, rerolling .....     | \$35.00a36.00 |
| Billets, forging .....       | 41.00a42.00   |
| Steel bars (hot rolled)..... | 2.00a 2.10    |
| Plates (hot rolled).....     | 1.80a 1.85    |
| Blue annealed sheets .....   | 2.40a 2.50    |
| Black sheets .....           | 3.25a 3.35    |
| Acio body .....              | 4.40a 4.50    |
| Bands .....                  | 4.20a 2.50    |
| Cold rolled strip .....      | 3.90a 4.00    |
| Hot rolled strip .....       | 2.30a 2.50    |